

# Business Solutions for the Telecommunications Industry

Every connection is a new opportunity™



**Pitney Bowes**  
Business Insight

# Pitney Bowes Business Insight: Solutions for Telecommunication Providers

**Drive profitability through improved risk management, closer customer relationships and more efficient regulatory compliance.**

## **Loyal Customers, Effortless Compliance, Increased Profits**

Across the telecommunications industry, the same challenges arise again and again:

- How to acquire and retain customers when competition is so intense.
- How to ensure the best possible return from capital investment on network infrastructure.
- How to reduce operating costs without risking customer satisfaction.

There's no easy answer to any of these problems. But there is one thing that can go a long way towards resolving them – and that's making smarter use of the data your business gathers every day.

Pitney Bowes Business Insight has a 20-year history of helping communications providers to make the best use of customer, location and market data. Companies such as BT, Orange and T-Mobile use our software solutions to drive initiatives including:

- Network Planning and Prioritisation
- Retail Store Location Planning
- Network and Infrastructure Optimisation
- Effective Customer Communications
- Location-Based Services
- High-Impact Billing

Here you'll find an introductory guide to PBBI's solutions for the telecommunications industry. You can also read how some of the UK's leading communications providers have used our software to increase revenues, reduce churn, cut operating costs and achieve better returns on capital expenditure.

For more detailed information on how PBBI can help your business, visit **[www.pbinsight.co.uk](http://www.pbinsight.co.uk)**

# Network Planning and Prioritisation

Whether you're designing a new network infrastructure or looking for cost-effective ways to upgrade or enhance your existing network, you need to know the decisions you make will support your overall business objectives. PBBI can help you to make the right decisions by making the most effective use of the data at your disposal, from topographical information to customer demographics.

PBBI's solutions combine your own enterprise data with data from third-party sources to provide unprecedented levels of insight on geographical locations, postcode-level demographics and local market dynamics. You can use this information to:

- Plan new infrastructure rollouts based on detailed geographical and market data
- Focus budget and resources on the locations that will deliver the highest revenues and profits
- Identify where existing infrastructure can be re-used to save costs
- Ensure engineers have the right information to carry out their work quickly and efficiently
- Respond accurately to customer queries about network coverage and eligibility for new services
- Anticipate and ensure sufficient capacity for high-intensity areas and one-off events

# Retail Store Location Planning

Bricks and mortar retail outlets represent a major upfront investment for communications providers, with ROI often projected to take years. In a phenomenally crowded – and in many places saturated – market, you need to know that any new retail outlet will attract sufficient profitable business and outperform competitor stores – without cannibalising existing physical and online retail operations.

Detailed data about local market dynamics and customer demographics can make the difference between a profitable store and a loss-making one. With PBBI's Location Intelligence solutions you can easily map, view and overlay multiple datasets relating to a specific location, including:

- Census data and social groupings
- Street-by-street demographic profiles
- Existing customers in the vicinity
- Travel and public transport routes
- Competitor presence
- Consumer buying patterns

Access to this kind of information during the decision-making process can help you to choose the best location for a new store with pinpoint accuracy.

## Orange Uses Location Intelligence to Plan Network Enhancements

**The Challenge:** Identify areas where 3G network infrastructure needs to be upgraded.

**The Story:** Orange has used PBBI's location intelligence solutions since 1994 to help ensure superior network quality and coverage. Today, the company relies on MapInfo Professional to visualise its 3G network infrastructure and identify links approaching their usage capacity limits. This enables the company to proactively upgrade links before those limits are reached.

### The Benefits:

**Better Service:** MapInfo Professional displays network coverage on detailed, interactive maps that also show Orange base transmitter sites, road networks and other relevant site data. Orange uses these maps to quickly address network outages and identify areas where coverage needs to be enhanced, boosting customer satisfaction and loyalty.

**Increased Efficiency:** MapInfo Professional's componentised design has enabled fast and easy integration with Orange's specialised 3G planning tools, making the job of the systems delivery team that much easier.

# Network Performance Management

Fast and effective resolution of network outages is a critical requirement for any telecommunications business seeking to improve efficiency while delivering excellent customer service. This is especially true now that it is easier than ever for customers to change providers or to vent their frustration in public on internet forums and social networking sites.

Historically, delays have occurred when providers have been unable to accurately pinpoint the geographical location of a fault or of the customer reporting it. PBBI's location intelligence solutions significantly improve the time it takes to identify and address any network outages by enabling providers to:

- Quickly locate fault sites and customer locations on an interactive map
- View the underlying infrastructure where the fault has occurred
- Plot the shortest route to the fault site or customer location
- Receive requests for equipment or resources from on-site engineers
- Keep customers accurately informed of the nature of the problem and progress made

Communications providers using PBBI solutions for network fault and performance management have not only reported higher levels of customer satisfaction and retention, but also improved operational efficiency and lower operating costs.

## BT Uses Interactive Digital Mapping to Improve Network Fault Resolution Times

**The Challenge:** Improve network management by replacing paper-based processes with digital ones.

**The Story:** With 17,000 field-based engineers servicing approximately 6.1 million customers each year, BT needed a unified, effective and efficient system to manage the deployment of employees, supplies and other resources across network sites. As paper-based maps and diagrams proved to be inefficient, the company turned to PBBI's MapInfo Professional® solution to visually display and analyse location-based data in order to make more informed decisions about customer service.

### The Benefits

#### Rapid identification and Resolution of Network Outages:

PBBI's location intelligence solutions enable BT engineers to locate a property, view road networks and plant details, and then identify the location of underground ducts and individual cables within each site. Engineers can see the exact location of the customer in relation to the network, and can also search by a customer's address and postcode to plot the shortest route for site visits, resulting in time and labour savings.

#### Improved Customer Service at Lower Cost:

Location intelligence helps engineers more easily identify network outages, allowing for faster response times and more timely resolutions. BT has streamlined operations and increased efficiency, resulting in cost savings and improved customer service.

**Ease of Integration:** PBBI's tools integrated easily with BT's existing Oracle-based systems.



# Effective Multichannel Customer Communications

In an age when switching provider is easy and information about competing offers is readily available, customer churn has become one of the most significant challenges for telecommunications businesses. As competing on price is unsustainable in the long-term, providers must find smarter ways to retain and acquire customers and increase revenues without increasing operating costs.

Effective communications can play a pivotal role in acquiring new customers and maintaining the loyalty of existing ones. As customers increasingly expect to receive accurate and personalised service from businesses over multiple channels, telecoms providers must ensure their communications are reaching the right customer, with the right message, over the right channel and at the right time.

PBBI's Customer Communication Management (CCM) solution can transform the way you communicate with customers. By incorporating location, operational and customer intelligence into modules for everything from document composition to online self-service, CCM lets your organisation create, manage and deliver personalised and relevant multi-channel communications that strengthen customer relationships, increase ARPU and drive down costs. Our solutions can enable you to:

- Offer customers online self-service facilities that are convenient for them and which help you to collect payments faster, more efficiently and at lower cost
- Deliver timely, relevant marketing and advertising messages to mobile customers via SMS, a method that is proven to result in higher click-through rates than email
- Dynamically generate personalised documents to support all types of customer communication, whether transactional, on-demand or interactive
- Provide CSRs with rapid archive and retrieval solutions that enable them to access a centralised repository of customer documentation quickly and easily when handling enquiries
- Use detailed interactive maps to provide CSRs and customers with precise, up-to-date service information

# Location-Based Services

Delivering targeted, location-sensitive information to mobile subscribers is emerging as a major new revenue stream for communications providers. As the number of GPS-enabled mobile handsets increases, so does demand for location-based services (LBS). Research company Berg Insight predicts that there will be over 100 million European mobile LBS users by 2012.

These developments have prompted mobile network operators to start offering valuable location-based services to business users and consumers in order to boost ARPU and increase customer loyalty. Such services may include promotional messages delivered on behalf of third-parties in the vicinity of the subscriber and applications that deliver useful information relating to the subscriber's specific location.

But for LBS to be truly valuable, it must be based on location and subscriber data that is accurate, dynamic and always available. PBBI can help with its proven Data Quality solutions, which validate, clean and standardise enterprise data before centralising it for access by employees and customers alike.

## Opal Cuts Costs and Boosts Customer Relationships with CCM

Opal is the dedicated business to business division of the TalkTalk Group, the UK's third largest communications network operator, and produces £30 million of customer bills each month. By incorporating customer communication strategies, Opal has been able to provide competitive differentiation by reducing monthly spends on online and physical communications. PBBI's Customer Communication Management suite enables greater customer insight and better understanding of customers, whilst extracting greater value and profitability from customer relationships.

# High-Impact Billing

Most telecommunications businesses maintain regular communication with customers via a monthly bill or statement, yet few use this communications channel to their full advantage.

Studies estimate that for 80% of customers, their bill is the only form of contact they will have with their telecoms provider in a typical month. In an industry where reducing customer churn by just a few percentage points can add millions to the bottom line, every customer communication should be treated as an opportunity to boost loyalty and secure additional business.

PBBI's customer communication management software is used by telecommunications providers across the globe to improve the quality of information included in the monthly bill, successfully promote new offers and services, and reduce the number of enquiries coming in to the call centre.

Just some of the things we can help you to do include:

- Increase customer satisfaction by providing helpful, personalised bills based on accurate information about the subscriber
- Provide easy-to-understand graphical information on the customer's usage patterns, enabling them to choose the most beneficial tariff for their circumstances
- Lower costs by reducing the number of billing-related enquiries coming in to your call centre. CAP Ventures estimates that 31% of calls into customer call centers are billing-related
- Reduce the cost of paper billing by 50-90% by enabling bills to be dynamically generated and printed on plain paper stock rather than pre-printed forms
- Increase ARPU by including relevant information about new offers and services. Placing cross-selling offers by the 'amount due' section of the bill can increase the read rate to around 90%.
- Improve cashflow by issuing clearer and more easily understandable invoices. A Xerox study noted that customers pay bills two days faster when highlight colour is used, for example



# Pitney Bowes Business Insight: Solutions for Telecommunications Providers

Pitney Bowes Business Insight offers a comprehensive portfolio of data-driven software solutions that address a wide range of current and future telecommunications industry challenges, from improving network performance to reducing customer churn.

## Location Intelligence

PBBI's **Location Intelligence Solutions** allow you to use detailed location and geographic data to plan network rollouts and enhancements; identify the most profitable locations for retail stores; pinpoint and address network performance problems; research target demographics for sales and marketing initiatives, and provide accurate, personalised information to customers.

- **MapInfo Professional®** visualises the relationships between data and geography, helping business analysts, planners, GIS professionals and non-GIS users to gain new market insights, share information-rich maps and graphs and improve strategic decision-making.

## Data Quality and Enrichment

Pitney Bowes Spectrum™ **Technology Platform** combines data from multiple, disparate sources to produce consolidated records. Basic customer information is augmented and enhanced by adding phone numbers, demographic information and address geolocation data (longitude and latitude coordinates). By using Spectrum to clean, validate, standardise and centralise data across the enterprise, telecommunications providers can improve the accuracy and efficiency of all data-driven operations, from marketing promotions to network fault management.

## Data

PBBI's **Data Products Portfolio** offers comprehensive telecommunications data for better decision-making. Through our partnerships with industry-leading data providers, PBBI delivers a breadth of data products that integrate seamlessly with your existing software, data and services.

Our communications industry data allows you to define and visualise calling areas and plans, map networks and service areas and conduct detailed market analyses. Monthly or quarterly updates ensure you have reliable data, with flexible subscription plans to meet your needs.

## Customer Communication Management

PBBI's **CCM solutions** allow telecommunications providers to create, distribute and manage multi-channel communications for greater customer satisfaction, improved operational efficiency and lower costs. Solutions range from document composition across a variety of electronic and print formats, to mailing solutions, document archival and regulatory/legislative compliance.

- **DOC1** allows you to produce well-designed, easy-to-read customer bills that reduce inbound service calls and customer churn. Our solutions enable you to provide large-print bills for elderly and visually-impaired customers, and create bills in customer preferred languages and bill detail formats.
- **EngageOne™ Interactive** lets you easily create and manage real-time, personalised customer communications and deliver them through the customer's preferred channels. The time and cost of generating communications is significantly reduced, and correspondence can be highly tailored to the individual customer while preserving all the necessary elements for correct branding and compliance.
- **e2 Vault** gives CSRs easy desktop access to any bill stored in the system. The CSR sees an exact replica of the customer bill, which reduces call-handling time while building customer confidence. Once the bill is displayed, it can easily be printed or emailed to the customer.

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